Amendments To The Claims

The listing of claims presented below will replace all prior versions and listings of claims in the application.

Listing of claims:

1.   (**currently amended**) A method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for recording multiple keywords, type information of ~~the~~ each keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to ~~the~~ each keyword, in which the advertisement list information includes a number of advertisement files that include ~~the~~ each keyword;

receiving a predetermined event from a user, wherein the predetermined event is an action taken by the user while utilizing the internet;

recording a keyword as history data ~~that~~ corresponds to the received predetermined event from the user, wherein the history data **comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user;** ~~represents use information by the user of the keyword;~~

searching for the type information of the keyword by referring to the keyword database, wherein the type information **represents an effective period that is predetermined for the keyword;** ~~defines pattern characteristics of the keyword;~~

searching for the predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information **comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;** ~~is comprised of several conditions specific to each type information in the keyword database;~~

determining whether the keyword is an interested field of the user in view of the predetermined reference information;

generating an advertisement file including the keyword that is determined to be the interested field of the user;

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updating a number of advertisement files in the advertisement list information stored in the keyword database; and

generating advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

2.   (previously presented) The method according to claim 1, wherein the predetermined event is one among a keyword inputted at a search window of an Internet search engine by the user, a web page address inputted at an address window of a web browser by the user, and a hypertext markup language link selected on the web browser by the user.

3.   (cancelled)

4.   (currently amended) The method according to claim 3, wherein the predetermined reference information [[is]] includes a number of times the predetermined event is inputted from the user during the predetermined effective period.

5.   (original) The method according to claim 1, wherein the advertisement file is a cookie file.

6.   (previously presented) The method according to claim 5, wherein the advertisement file includes at least one of a terminal number (PC ID) of the user, an identifying symbol of the user, and expiration data of the advertisement file.

7.   (previously presented) The method according to claim 1, wherein the advertisement information additionally includes a number of impressions of a web page that corresponds to the keyword.

8.   (currently amended) A method for attracting an advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for storing multiple keywords and

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advertisement information according to the keywords;

 receiving a first advertisement request that includes an advertisement keyword from a first sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for **the advertisement information about the advertisement keyword so that the first sponsor can determine whether or not to purchase the advertisement keyword;** ~~purchasing the advertisement keyword by the first sponsor;~~

 searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database and ~~if~~ **when** there is no advertisement information corresponding to the advertisement keyword in the keyword database, recording the received advertisement keyword and **incrementing** ~~an input~~ **a request** counter value for the advertisement keyword in a predetermined storing means, **wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;**

 processing the advertisement information that corresponds to the advertisement keyword and providing **the advertisement information corresponding to** ~~evaluation data of~~ the advertisement keyword to a web browser of the first sponsor;

 receiving a purchase response from the first sponsor, in which the purchase response includes first advertisement data of the first sponsor; and

 recording, in a first advertisement database, the advertisement keyword and the first advertisement data from the first sponsor that corresponds to the advertisement keyword.

9. (**currently amended**) The method according to claim 8, wherein the step of searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database comprises the steps of:

 if a second advertisement request including the advertisement keyword is received from a second sponsor, increasing the ~~input~~ **request** counter value for the advertisement keyword recorded in the predetermined storing means;

 determining whether the ~~input~~ **request** counter value is greater than a

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predetermined value; and

    if the ~~input~~ request counter value is greater than the predetermined value, recording the advertisement keyword and advertisement information that corresponds to the advertisement keyword in the keyword database.

10.   **(currently amended)** The method according to claim 8, wherein the ~~evaluation data~~ **the advertisement information** includes at least one of information for a number of generated advertisement files, information for a number of impressions of a web page corresponding to the advertisement keyword, and price information of the advertisement keyword.

11.   **(previously presented)** The method according to claim 8, wherein the purchase response additionally includes payment information for a predetermined advertisement charge.

12.   **(original)** The method according to claim 8, wherein the advertisement request is performed in a manner of auction or bidding.

13.   **(currently amended)** A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

    maintaining an advertisement database for storing multiple keywords and multiple advertisement data that correspond to the keywords;

    receiving an access request from a user, wherein the access request includes an advertisement file stored in a user's terminal;

    extracting a keyword recorded in the advertisement file received;

    searching for the advertisement data that corresponds to the keyword by referring to the advertisement database; and

    processing the advertisement data corresponding to the keyword and providing the same to a web browser of the user; wherein

    the advertisement database is updated through the steps of:

    maintaining a keyword database for storing multiple keywords and

advertisement information according to the keywords;

receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for **the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement keyword;** ~~purchasing the advertisement keyword by the first sponsor;~~

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database **when there is no advertisement information corresponding to the advertisement keyword in the keyword database, recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;**

processing the advertisement information that corresponds to the advertisement keyword and providing **the advertisement information corresponding to** ~~evaluation data of~~ the advertisement keyword to a web browser of the sponsor;

receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and

recording, in the advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

14.   (currently amended) A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

maintaining a first advertisement database for storing multiple keywords and multiple first advertisement data that correspond to the keywords;

maintaining a second advertisement database for storing multiple second advertisement data that corresponds to a predetermined keyword;

receiving an access request from a user, wherein the access request includes an advertisement file stored in a user's terminal;

extracting a first keyword recorded in the received advertisement file;

searching for the first advertisement data that corresponds to the first keyword by referring to the first advertisement database;

receiving a second keyword from the user;

searching for the second advertisement data that corresponds to the second keyword by referring to the second advertisement database;

constructing a user interface screen by arranging the first advertisement data or the second advertisement data according to predetermined criteria; and

providing the user interface screen to a web browser of the user such that both the first advertisement data and the second advertisement data are provided to the user simultaneously; wherein

the first advertisement database is updated through the steps of:

maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords;

receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for **the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement keyword;** ~~purchasing the advertisement keyword by the first sponsor;~~

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database **when there is no advertisement information corresponding to the advertisement keyword in the keyword database, recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;**

processing the advertisement information that corresponds to the advertisement keyword and providing **the advertisement information corresponding to** ~~evaluation data of~~ the advertisement keyword to a web browser of the sponsor;

receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and

recording, in the first advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

15.   (previously presented) The method according to claim 13, further comprising the steps of:

maintaining a second advertisement database for storing multiple second advertisement data that corresponds to a predetermined keyword; and

maintaining a third advertisement database for storing multiple third advertisement data; wherein

the step of searching for the advertisement data that corresponds to the keyword by referring to the advertisement database comprises the steps of:

receiving a second keyword from the user;

searching for the second advertisement data that corresponds to the second keyword by referring to the second advertisement database; and

searching for the third advertisement data by referring to the third advertisement database; wherein

the step of processing the advertisement data corresponding to the keyword and providing the same to the web browser of the user comprises the steps of:

constructing a user interface screen by arranging the advertisement data, the second advertisement data, and the third advertisement data according to predetermined criteria; and

providing the user interface screen to the web browser of the user.

16.   (previously presented) The method according to claim 14, wherein the second advertisement data is general keyword advertisement data, and a third advertisement data is general banner advertisement data.

17.   (previously presented) The method according to claim 13, further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes at least one of the number of times the advertisement data is provided to the user, a number of times the user clicks on the advertisement

data, a time period the user visits a web page of the sponsor, and a number of times the user visits the web page of the sponsor after the advertisement data is provided.

18.   (currently amended) A computer-readable medium useful in association with a computing device which includes a process and a memory, the computer readable medium including computer instructions which are configured to cause the computing device to generate advertisement information to attract advertisement on an Internet by performing the acts comprising:

maintaining a keyword database for recording multiple keywords, type information of the-each keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to the-each keyword, in which the advertisement list information includes a number of advertisement files that include the-each keyword;

receiving a predetermined event from a user, wherein the predetermined event is an action taken by the user while utilizing the internet;

recording a keyword as history data-that corresponds to the received predetermined event from the user, wherein the history data **comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user;** represents use information by the user of the keyword;

searching for the type information of the keyword by referring to the keyword database, wherein the type information **represents an effective period that is predetermined for the keyword;** defines pattern characteristics of the keyword;

searching for the predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information **comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;** is comprised of several conditions specific to each type information in the keyword database;

determining whether the keyword is an interested field of the user in view of the predetermined reference information;

generating an advertisement file including the keyword that is determined to be
the interested field of the user;

updating a number of advertisement files in the advertisement list information
stored in the keyword database; and

generating advertisement information including the keyword and the
advertisement list information updated with the number of advertisement files.

19.   (currently amended) An Internet advertisement system comprising:
a central server comprising:

a keyword database recording multiple keywords, type information of ~~the~~ each
keyword, predetermined reference information that corresponds to the type information,
advertisement list information that corresponds to ~~the~~ each keyword, in which the
advertisement list information includes a number of advertisement files that include ~~the~~
each keyword, wherein the type information **represents an effective period that is
predetermined for the keyword** ~~defines pattern characteristics of the keyword~~ and
the predetermined reference information **comprises several conditions including a
number of times an event is inputted, a frequency of the event generation,
recentness of the event generation, and a predetermined priority associated with
the event;** ~~is comprised of several conditions specific to each type information in
the keyword database;~~

a communication part receiving a predetermined event from a user, wherein the
predetermined event is an action taken by the user while utilizing the internet;

a processing part recording a keyword as history data that corresponds to the
received predetermined event from the user, searching for the type information of the
keyword and the predetermined reference information that corresponds to the type
information of the keyword by referring to the keyword database, and determining
whether the keyword is an interested field of the user according to the predetermined
reference information and type information of the keyword searched in the keyword
database, wherein the history data **comprises the number of times the
predetermined event is inputted by the user and a period of time over which the
predetermined event is inputted by the user;** ~~represents use information by the~~

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~~user of the keyword;~~

an advertisement file preparing part extracting the keyword determined to be the interested field of the user and generating an advertisement file including the extracted keyword, in which the advertisement file includes at least one of a user's terminal number (PC ID), an identifying symbol of the user, and expiration date information of the advertisement file;

an advertisement information generating part updating a number of advertisement files in the advertisement list information stored in the keyword database and generating advertisement information including the keyword and the advertisement list information updated with the number of advertisement files; and

an advertisement server comprising:

an advertisement database storing multiple keywords and multiple advertisement data that corresponds to the ~~keyword~~ keywords;

an advertisement transmitting part processing the advertisement data that corresponds to the keyword included in the advertisement file by referring to the advertisement database, and providing the advertisement data that is processed to a web browser of the user;

a storing part storing history information with respect to the providing of the advertisement data to the user;

an analyzing part providing predetermined feedback information to a sponsor who has registered the advertisement data, according to the history information.

20.   (previously presented) The method according to claim 6, wherein the advertisement list information additionally includes a number of impressions of a web page that corresponds to the keyword.

21.   (original) The method according to claim 15, wherein the second advertisement data is general keyword advertisement data, and the third advertisement data is general banner advertisement data.

22.   (previously presented) The method according to claim 14, further comprising the

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step of providing predetermined feedback information to the sponsor, in which the feedback information includes at least one of the number of times the first advertisement data is provided to the user, a number of times the user clicks on the first advertisement data, a time period the user visits a web page of the sponsor, and a number of times the user visits the web page of the sponsor after the first advertisement data is provided.

23.   (currently amended) The method according to claim 8, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

receiving a predetermined event from a user;

recording the keyword as history data that corresponds to the received predetermined event from the user, **wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user**;

searching for type information of the keyword by referring to the keyword database, **wherein the type information represents an effective period that is predetermined for the keyword**;

searching for predetermined reference information that corresponds to the type information of the keyword, **wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event**;

determining whether the keyword is an interested field of the user in view of predetermined reference information;

generating an advertisement file including the keyword that is determined to be the interested field of the user;

updating a number of advertisement files in an advertisement list information stored in the keyword database; and

generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

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24.   (currently amended) The method according to claim 13, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

    receiving a predetermined event from a user;

    recording the keyword as history data that corresponds to the received predetermined event from the user, **wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user**;

    searching for type information of the keyword by referring to the keyword database, **wherein the type information represents an effective period that is predetermined for the keyword**;

    searching for predetermined reference information that corresponds to the type information of the keyword, **wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event**;

    determining whether the keyword is an interested field of the user in view of predetermined reference information;

    generating the advertisement file including the keyword that is determined to be the interested field of the user;

    updating a number of advertisement files in an advertisement list information stored in the keyword database; and

    generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

25.   (currently amended) The method according to claim 14, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

    receiving a predetermined event from a user;

    recording the keyword as history data that corresponds to the received

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predetermined event from the user, **wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user**;

    searching for type information of the keyword by referring to the keyword database, **wherein the type information represents an effective period that is predetermined for the keyword**;

    searching for predetermined reference information that corresponds to the type information of the keyword, **wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event**;

    determining whether the keyword is an interested field of the user in view of predetermined reference information;

    generating the advertisement file including the keyword that is determined to be the interested field of the user;

    updating a number of advertisement files in an advertisement list information stored in the keyword database; and

    generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.